

For Immediate Release:

April 10, 2008

Contact:

**Michelle McGurk, PIO
Office of Mayor Chuck Reed
(408) 535-4840 or (408) 655-7332 cell**

Mayor Reed Issues Challenge to Solar Companies: Create a Plan for Residents to Install Solar for Free

SAN JOSE – At last night’s launch of the California Clean Tech Open, San José Mayor Chuck Reed surprised the crowd with a challenge of his own, calling for solar companies to develop ways for San José residents to install solar energy systems on their homes at no cost.

“Solar’s upfront cost is a barrier for many working families. At the same time, families are struggling to manage the rising costs of energy from fossil fuels,” Mayor Reed said. “Many residents have told me that they’d love to switch to clean, green energy, but they can’t afford to pay for the system upfront. My challenge to companies is to find a way to make solar work for these families.”

Creating opportunities for residents to go solar is a critical piece of San José’s Green Vision, which sets 10 ambitious goals for environmental protection and economic development. Solar is a key component of the 15-year Green Vision, which envisions:

- Installing 100,000 solar roofs (1/10 of Gov. Schwarzenegger’s 1 million solar roofs for California initiative).
- Reducing per capita electricity use by half.
- Moving to 100 percent renewable energy.
- Installing solar on city buildings and retrofitting facilities to save municipal costs.
- Creating 25,000 Clean Tech jobs.

“If more families can afford solar, it will have a tremendous impact on San José’s clean tech economy, creating jobs in installation and manufacturing,” Mayor Reed said.

San José, the nation’s tenth-largest city, already is a leader in solar technology innovation, with leading corporations such as SunPower, SoloPower, Nanosolar, Stion, Fat Spaniel, and others headquartered here.

Mayor Reed has set a 60-day deadline for companies to report back. San José residents interested in finding out about solar options that may become available can sign up by emailing mayoremail@sanjoseca.gov.

###